

Meeting Minutes, 8/15/07

Committee for Citizen Involvement

CCI Members Present: Rex Caffall Sue Carver, Basil Christopher, Bev Froude, Stacie Yost

CCI Members Absent: Brian Kelly, Cecilia Nguyen

PIT Members Present: Mike Terrill, Tracey Blue

Guest Present: Rumiana Backardjieva

Staff Present: Marissa Daniels, Liz Newton, Duane Roberts

1. Welcome and Introductions

Chair Basil Christopher called the meeting to order at 7:05 PM.

2. Approval of Minutes

The committee approved the May, June, and July 2007 minutes as submitted.

3. CCI Training Debriefing

Stacie commented that Tigard has been doing a lot as a City. People will turn out for City-sponsored meetings and activities if a topic is important to them. Lack of participation is not indicative of indifference.

Basil noted that people naturally tend to be more reactive than proactive. The CCI has done a lot. The launching of the Neighborhood Program is one example. The City's obligation with regard to informing the public is to give people the opportunity to know what's going on in the community.

Rex said that the CCI training appeared to be better than the month-ago Planning Commission (PC) training provided by the same consultant team. The PC training was more structured and focused on how to conduct public meetings and hearing under Statewide Goal 1.

Basil commented on the ideas discussed in the training for reaching out to under-represented and new groups. He said these ideas reflected recognition of the need for proactive outreach to these groups. In accord with this view, Rex emphasized the need to go to a group rather than waiting for group members to come to you. When groups hold an activity, the City should show up at the event and extend a hand. Marissa concurred with that approach.

Basil asked how the City presently does outreach to under-represented groups. Duane replied that St. Anthony's Hispanic Outreach Minister has offered to include City-prepared content in the monthly parish newsletter.

Bev commented that Latinos are concerned about enforcement activities against illegal immigrants. This needs to be taken into consideration when planning outreach activities.

Rumi commented on the cultural significance of Latino weddings and other ethno-specific events. Cultural differences are important, and City staff and the CCI need to be familiar with these differences.

Basil noted that the Tigard *Cityscape* should include news stories recognizing important cultural events. These events are opportunities to give out notices and provide information. He also emphasized the value of handing out comment cards to residents living near City capital projects. The input received could be used to figure out how to do better the next time around.

Rex commented that, in his experience, if you ask staff a question about a project, staff always will get back to you with an answer.

4. Comprehensive Plan Public Involvement Policies

Marissa drew the group's attention to the draft comprehensive plan policies included in the meeting packet. She asked the group for ideas on other policies that should be added. Rex asked for an action measure addressing the need for CCI agenda time with Council when an important issue arises. Additional Council time is necessary, because the present once-a-year joint meetings with Council are not issue- or topic-specific. Basil agreed with the idea of providing more flexible opportunities for sending and presenting CCI-generated ideas and recommendations to Council for their consideration.

Mike Terrill asked if Council receives copies of CCI meeting minutes. Duane responded that they indeed do receive copies of the full minutes of every meeting.

Marissa recommended adding an action measure to ensure the policies and action measures fully aligned with the building blocks discussed at earlier meetings. The new action measure pertains to evaluating the effectiveness of the citizen involvement program on a regular basis.

She next referenced the wording of the first building block. At the first Policy Interest Team Meeting for citizen involvement, the committee expressed discomfort with the use of "shall" in the sentence, "The CCI *shall* advise the City Council, Planning Commission, Staff, and other City Boards in ways to involve Tigard's citizens/stakeholders." Marissa asked the Committee if they continued to be uncomfortable with this wording. Bev expressed that "shall" is the appropriate word to use in this policy. The Committee agreed. The word "shall" will be retained.

Stacie suggested adding an action measure concerning the effective use of technology to promote communications. To illustrate her point, she commented on her recent experience with the Downtown plaza design effort. She was frustrated with the public involvement process. She submitted a filled-out comment card, but received no response to her suggestions. She also signed up on-line as an interested party, but received no email information related to the planning effort. Because of all this, she felt her input was not valued. She did not know who to ask about the site picked for the plaza or its final design.

Liz commented that project managers should tell participants ahead of time what the feedback mechanism for a project will be.

Liz noted that Council asked staff to put out Council comment cards at their regular meeting to enable citizens an easy way to comment on anything of interest. Rex noted that, in addition to other methods, on-line comment capability should be provided.

Marissa said that a community involvement report will be produced at the end of the process.

5. Neighborhood Program Status Report

Liz introduced this item. She announced the successful recruitment and training of the first volunteer webmaster. This volunteer will manage the webpage for the Area 13 neighborhood, located within the Mary Woodard Elementary School boundaries. The volunteer's enlistment enabled the City to test out its technical training and assistance program. The technical training worked well as did the web links to City-produced content.

Efforts are in progress to sign up more webpage volunteers. Liz and Nancy have created a recruitment flier titled *Create a Neighborhood Web Page*. A one-year commitment is required. Students are prime candidates. Joanne Bengston is the Executive Assistant in the Administration Department. Any printed or e-material she receives of potential interest to one or more neighborhood organizations will be forwarded to the appropriate webteam(s). Information on any construction project scheduled to be undertaken within a neighborhood also will be sent to that neighborhood's web administrator.

When a neighborhood webpage becomes operational, the City will send out notice cards to every address in the neighborhood to inform residents the webpage is up and running.

In response to a question about how program comments and suggestions will be handled, Liz indicated that the CCI is the citizen group in charge of the neighborhood program. She sees the CCI as its steering committee. Accordingly, the CCI is the entity that will decide how input is to be used.

Put another way, the CCI monitors and oversees citizen involvement. As such, the CCI is over the neighborhood program. It decides the direction of the program.

Rex noted that news gets stale. Dated material needs to be replaced with current material. This doesn't mean someone has to develop original content or write anything.

Basil commented that a simple newsletter format should be available as an option for the design of the neighborhood webpage. This format could include a simple list of neighborhood-specific events and activities going on that month. Such a format would reduce the time and skill level required to produce and maintain the newsletter.

Liz distributed a handout on the neighborhood program. One of the program's features is a neighborhood grant designed to support community building activities and small local improvements. An annual meeting is required in order to qualify for the grant.

Ideas for neighborhood steering committees are being solicited and considered.

Ideally, the neighborhood organization would work together to address issues in the neighborhood and build a sense of community. The neighborhood programs of other jurisdictions are built around land use issues, as opposed to the quality of life issues that are the foundation of the Tigard program.

Rex recommended a CCI representative go to Planning Commission.

6. Proposed CCI Membership Changes

Duane introduced this item. At its regular August 21, 2007, meeting, Council is scheduled to discuss problems related to the membership structure of the CCI, which presently consists of former Citizen Involvement Team Facilitators and liaisons from the City's other standing boards and committees. The main problem is the group's small membership base. This limits the pool of potential members and restricts the ability of Tigard citizens to participate. To deal with this problem, Council will consider four changes to the CCI's membership structure. These changes are intended to facilitate a fully functional committee.

1. Make board and committee membership voluntary, rather than mandatory.

2. Expand the CCI's membership to include four at-large members appointed through the City's established application and interview process.
3. Expand the CCI to include a youth (high school) representative appointed through the City's established application and interview process.
4. Explicitly provide the opportunity for each officially-recognized Neighborhood Organization to appoint a representative to the CCI.

Rex volunteered to represent the CCI at the Council meeting.

7. Other Business/Announcement/Next Agenda

Chair Basil adjourned the meeting at 8:35 PM.

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